

New Grassfed Beef Industry Representative Structure

BOARD

President

Selected by the board, Chairs the Board & Policy Council,
2 yr term (can be a skills based director)

The Board

- All delegates from policy council stand for election by all levy payers who elect 7 policy councillors as directors;
- Board can also appoint two skills based directors;
- Role of the Board is Organisational Strategy formulation and approval; CEO - Appoint, Delegation of Authority, monitor, evaluate, remunerate and remove; Ensure effective governance process in place: Board & CEO succession; Setting and Monitoring Corporate Culture; Control and monitor organisational performance; Ensure appropriate risk management is in place; Compliance with law and the requirements of regulators; Financial control and monitoring solvency; Crisis Management;
- Board of has final decision authority;
- Board is reappointed every 2 years following regional elections.

The Policy Council

- Regions determined by combining ABARE regions;
- Levy payer must have PIC in that region to stand as a delegate for that region;
- Producers can only vote in delegate elections from regions where they hold a PIC in that region;
- 4 year delegate terms with elections every 2 years (7 regions in round, 7 regions the next round).
- Role of Policy Council is to determine all Industry Policy decisions.

POLICY DEVELOPMENT & POLICY ADVOCACY & INDUSTRY COMMUNICATION

INDUSTRY & POLICY RESEARCH, ANALYSIS & DEVELOPMENT

- Policy Council appoints committees to manage sections of industry policy;
- Policy Council members chair committees;
- Committees provide recommendations to policy council;
- Committee supported by paid staff;
- Committees include relevant stakeholders and skills based appointments;
- meet via teleconference and face to face.

POLICY ADVOCACY

- Section of organisation responsible for advocacy;
- Advocates policy developed by Policy Council;
- Must be funded by non-levy income;

INDUSTRY & COMMUNITY COMMUNICATION

- Conferences;
- Regional Producer Groups;
- Forums;
- Sophisticated web presence;
- Integration of MLA & CCA communication;
- O/S networks;
- Rural Awareness Tours;
- Youth Development;
- International Relations.

MEMBERSHIP

DIRECT MEMBERSHIP CATEGORY

- Independent Membership Register (grassfed levy payers)
- Could be existing MLA register if more cost efficient.
- Member Voting Entitlement to be automated

ASSOCIATE MEMBERSHIP CATEGORY

- Board to determine criteria
- For SFOs, NABRC, SAMRC, breed societies etc
- Provides formal communication, access to policy development process

FUNDING

THE FUND (RMAC)

- More than \$500,000 annually to assist in delivery of Red Meat MOU

FUNDING REQUIRED FOR POLICY DEVELOPMENT & POLICY ADVOCACY

- Needs to raise at least \$4m for effective body to exist and fund this model

ASSOCIATE MEMBERSHIP FEE

- no fee charged for associate membership

COMERCIAL REVENUE / PROJECTS

- PCAS. true Aussie, Audits etc

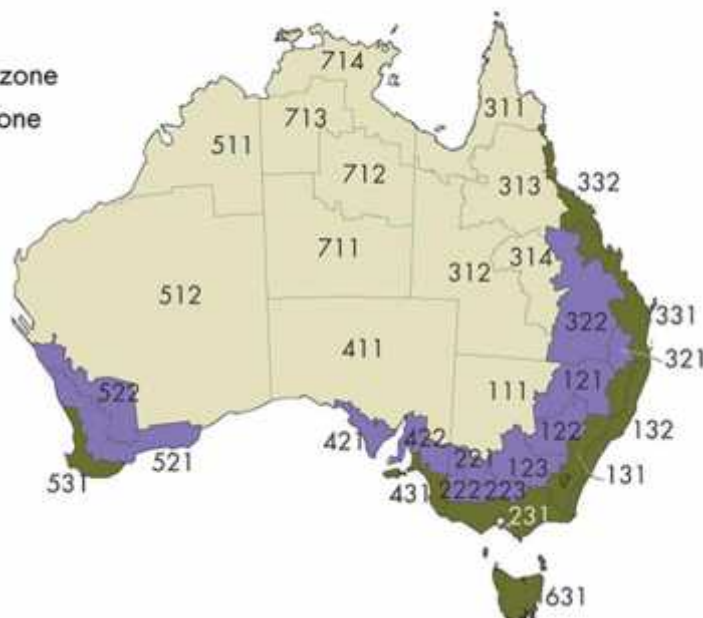
SPONSORSHIP & OTHER

- events, sponsorship, interests, investments

Australian broadacre zones and regions

- Pastoral zone
- Wheat-sheep zone
- High rainfall zone

1st digit: State
2nd digit: Zone
3rd digit: Region



ABARE		Zone
Region	Name	
111	NSW: Far West	1
121	NSW: North West Slopes and Plains	
122	NSW: Central West	
123	NSW: Riverina	2
132	NSW: Coastal	
131	NSW: Tablelands (Northern Central and Southern)	3
221	VIC: Mallee	4
222	VIC: Wimmera	
223	VIC: Central North	
231	VIC: Southern and Eastern Victoria	5
314	QLD: Charleville - Longreach	6
312	QLD: West and South West	
311	QLD: Cape York and the Queensland Gulf	7
313	QLD: Central North	
332	QLD: North Queensland Coastal - Mackay to Cairns	
322	QLD: Darling Downs and Central Highlands of Queens	8
321	QLD: Eastern Darling Downs	
331	QLD: South Queensland Coastal - Curtis to Moreton	9
411	SA: North Pastoral	10
421	SA: Eyre Peninsula	
422	SA: Murray Lands and Yorke Peninsula	
431	SA: South East	
511	WA: The Kimberly	11
512	WA: Pilbara and the Central Pastoral	
521	WA: Central and South Wheat Belt	12
522	WA: North and East Wheat Belt	
531	WA: South West Coastal	
631	TAS: Tasmania	13
711	NT: Alice Springs Districts	14
712	NT: Barkly Tablelands	
713	NT: Victoria River District - Katherine	15
714	NT: Top End Darwin and the Gulf of Northern Territory	